# Marcin Fracz

Automotive product & software strategy leader | GM | SAIC-GM Shanghai
marcin.fracz@gmail.com | linkedin.com/in/marcinfracz | Detroit Metropolitan Area
General Motors, 2014-2026 | SAIC-GM, Shanghai, 2022-2025

**23**
years in automotive

**3**
nameplates led

**2**
markets - US & China

**11**
years at GM

## SUMMARY

Strategist transforming global software and AI ecosystems with high-velocity, cross-border execution. Twenty-three years in automotive, from powertrain engineering to software strategy in Shanghai. Exploring new leadership opportunities.

## PROFESSIONAL EXPERIENCE

**2025-2026** **Manager, Global Planning & Joint Ventures, OnStar Product Marketing (International) - General Motors**
Global planning and OnStar product marketing. Aligned OnStar US, Middle East and Mexico, the vehicle brands and three Chinese JVs to deliver OnStar connectivity on China-sourced export vehicles across 8 regions.

**2022-2025** **Deputy Director, Software Strategy - SAIC-GM, Shanghai**
Software strategy in China, cross-border execution. China ADAS market research and pitch deck supported GM's approval of $167M for L2++ ADAS development; work on current and next-generation Cadillacs, redefining luxury for young Chinese buyers who expect experiences, technology and autonomy.

**2020-2022** **Business Strategy Manager, Connected & OTA Services - General Motors**
Connected services and over-the-air updates.

**2018-2020** **Product Manager, Buick Encore GX and Chevrolet Trailblazer - General Motors**
Small SUVs, from plan to launch.

## PROFESSIONAL EXPERIENCE, CONTINUED

**2014-2018** **Global Product Manager, compact / mid crossovers - General Motors**
Chevrolet Equinox.

**2003-2014** **Engineering - Federal-Mogul, Chrysler, Johnson Controls**
Powertrain and vehicle interiors.

## EDUCATION

**2014** **MBA - Michigan Ross, University of Michigan**
Master of Business Administration. Ross MAP consultant, IdeaConnection, Victoria, BC, 2012.

**2007** **BSME, cum laude - Kettering University**
Bachelor of Science in Mechanical Engineering.

## PROJECTS

**Marcin Hub | OpenAutoLink | 3D Prints**
AI-built vehicle-program portfolio, open-source car connectivity, and printed parts and prototypes.

## SKILLS

Software strategy | Connected services & OTA | Product management | AI building | Cross-border execution